

ENERGIZING COMMUNITIES

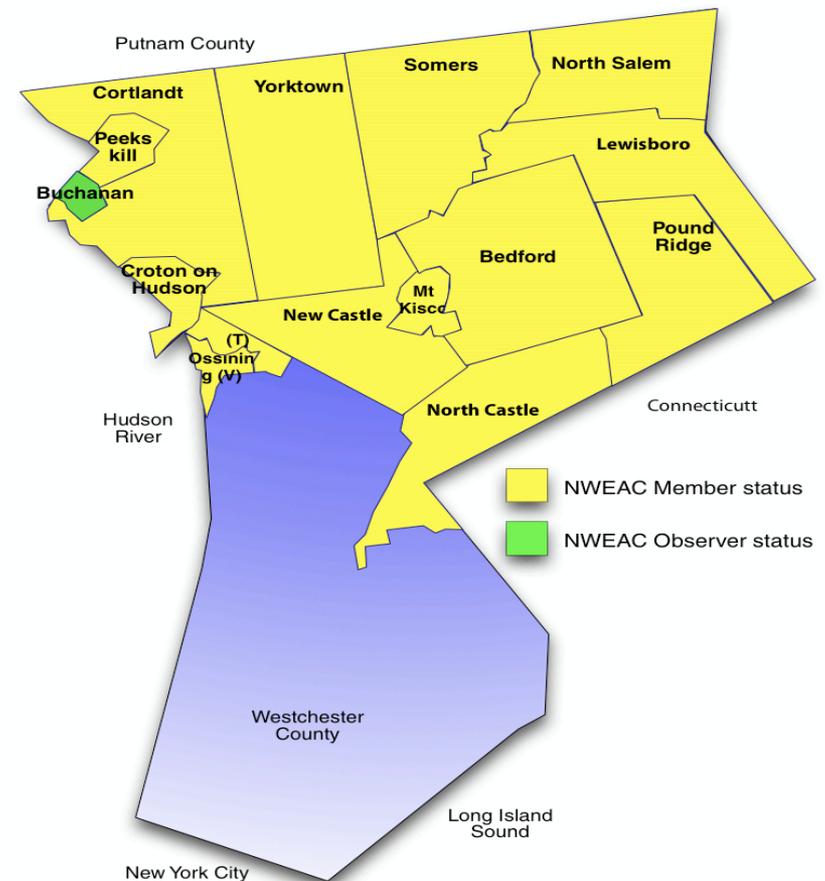


Tom Bregman
Director – Energize New York

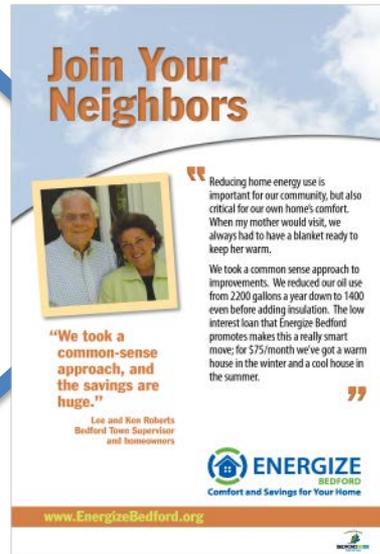
Northern Westchester Energy Action Consortium

- Chartered in 2010
- Consortium of 14 15 municipalities
- Wide diversity of communities
- Collectively address variety of energy & local sustainability challenges
- Create economies of scale
- 250,000+ residents
- 60,000+ homes (1-4 family)

NWEAC Members (Sept. 2010) www.nweac.org
Northern Westchester Energy Action Consortium



We are in the Trust Building Business



Leading by Example Pledge



Home Energy Assessment Leadership Pledge

I lead by example in my community.

I want to know how much energy my home uses and where it might be wasting energy. I believe all Westchester homeowners should use this information to make smart energy efficiency choices for their home and budget.

I commit to getting a free* comprehensive home energy assessment from New York State. I understand this commitment will be shared publicly and in a press event at the March 29th Leadership Summit.

I pledge to complete my home energy assessment by June 1, 2012.

Print Name and Title

Signature

Municipality represented

For help with any part of New York's Home Performance process, I understand that Energize NY staff can assist me. Using free Energize online tools I will select the NYS Home Performance Professional of my choosing and schedule the 2-3 hour comprehensive home energy assessment. Several days after the assessment has been completed I will receive a detailed report with a complete list of recommended energy efficiency measures like insulation, air sealing, upgraded boiler or others. I am under no obligation to implement any measure and may choose one, all, some or none as makes sense for my home and budget. Energize NY provides an Energy Coach for homeowners who need additional information on the proposed work. Energize NY staff can be reached at 914-244-7210 or by sending an email with "Leadership Pledge" in the subject line to info@energizeny.org. General information on Energize NY can be found at www.EnergizeNY.org.

*Assessment is free for Westchester homeowners (family of four) with annual incomes to \$215,800 and subsidized for incomes up to \$431,600.

Open to our Messaging

- **Build** credibility in the community to enable message and messenger
- **Embed** with municipalities & local trusted sources
- **Align** with community goals, program & organizations
- **Develop** close relations with key organizations & community leaders
- **Promote** desired behavior through modeling by local leaders (by example)
- **Leverage** available municipal & civic resources for messaging
- **Assure** multiple homeowner touch points (360 degrees)
- **Cultivate** & leverage hyper-local media for messaging
- **Develop & enhance** service delivery (ECC)
- **Focus** on our simple message – Comfort & Savings

Dirty Little Secrets

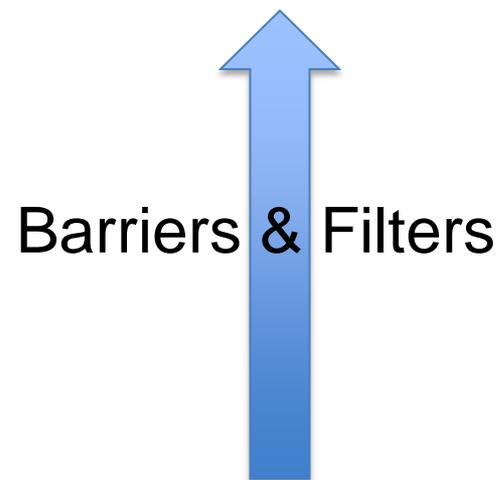
- Leads are useless unless homeowners complete EE upgrade work
- We focus on QUALITY LEADS & discourage low quality lead generation
- Better to have fewer high quality leads (more on that and cost/lead later)
- Lead generation sources in order of volume & quality:
 - Sponsored community events & presentations
 - Hyper-local free media (e.g. blogs, Patch, etc.)
 - Energize social media platforms & web site
 - Hyper-local paid media (very small budget)

We are What we Measure

DOE Better Buildings Grant - \$1.26M

Marketing dollars expended - \$296k

- Total # of upgrades – 180
- Total # of Assessments – 427
- Total # of qualified leads – 626
- Total # of Energize sign ups - 878



How Am I Doing Mom?

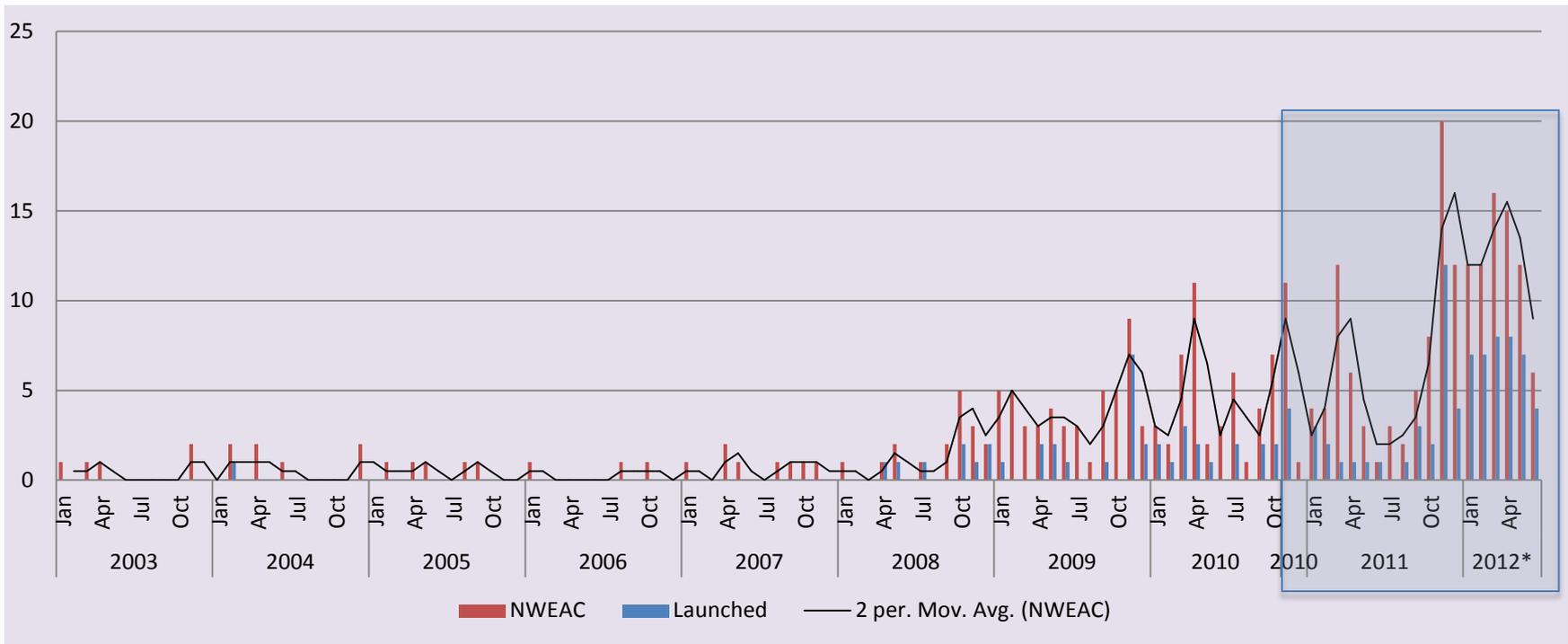
UPGRADE = \$1,644
Assess to Upgrade = 42%

ASSESSMENT = \$693
Qual Lead to Assess = 68%

RESERVATION = \$473
Sign-up to Qualified Lead = 71%

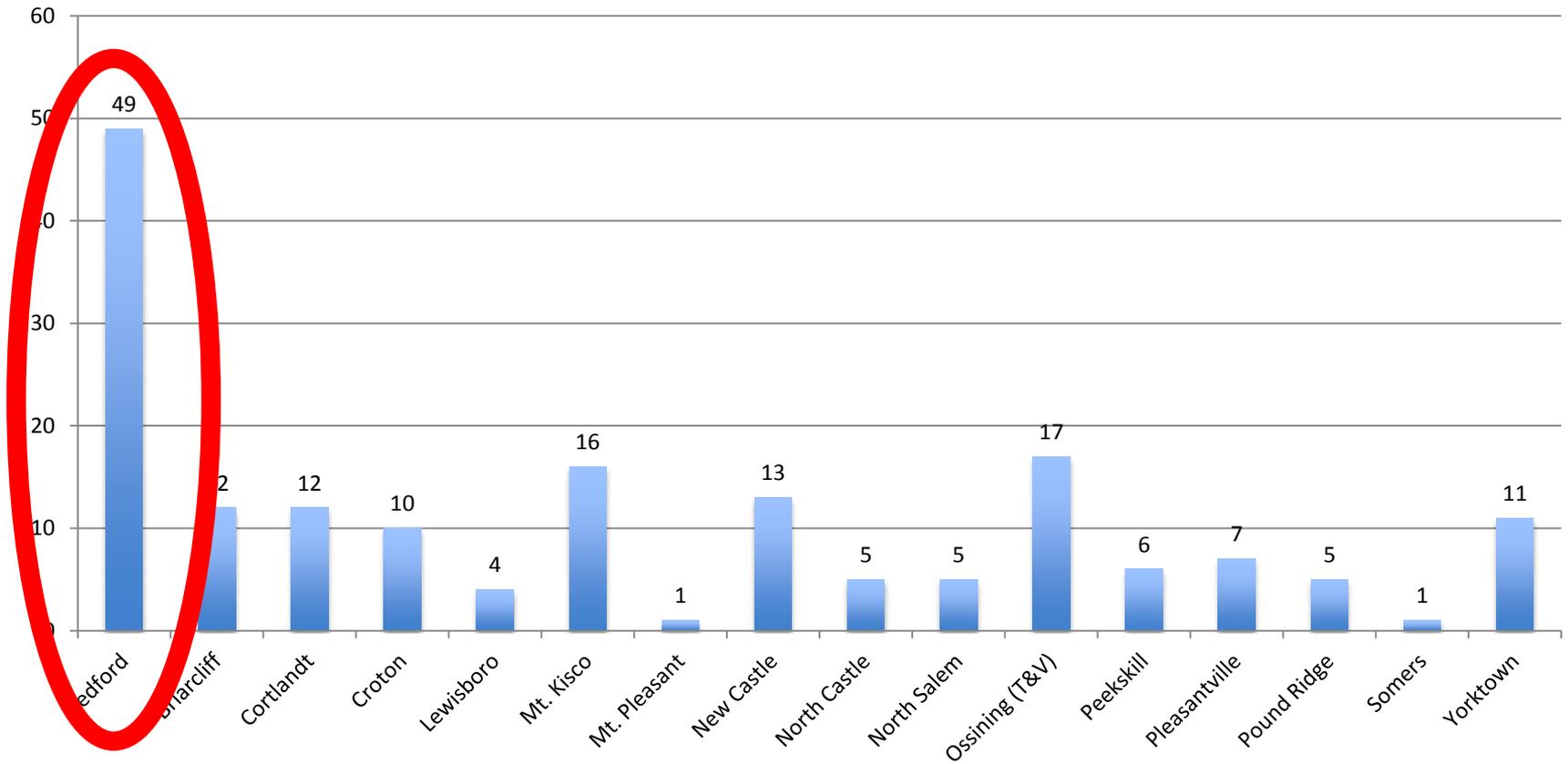
ENERGIZE SIGN UP = \$337
Contact to Sign Up <> 50%

Production - 2003 to Present

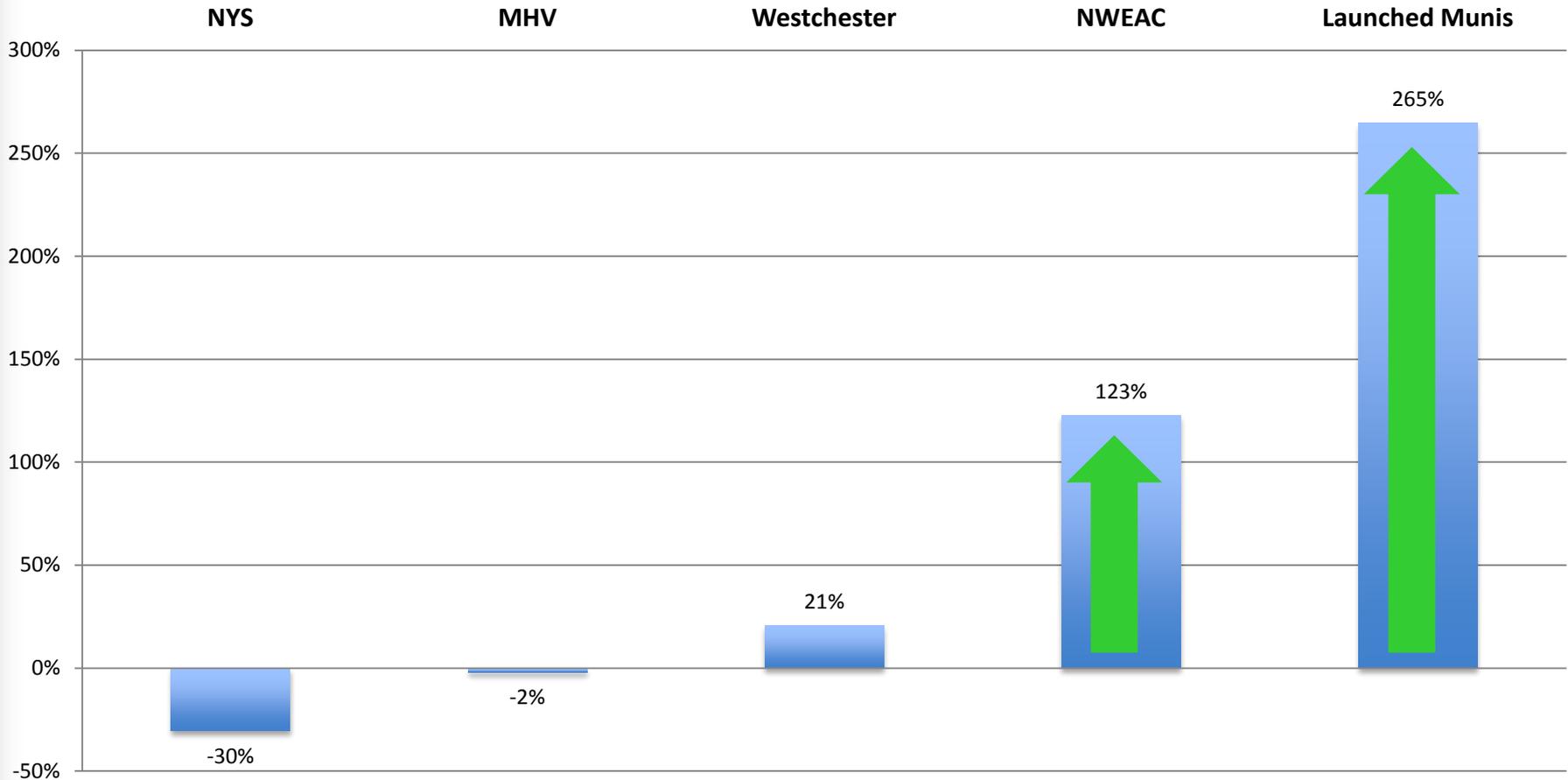


> 50%+ production in 18 months

Production by Municipality



Comparative Regional Production



Year-over-Year performance at 5 scales



Tom Bregman

Director – Energize NY

845-300-2877

tom@energizeny.org

www.energizeNY.org

